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**FESTIVALS COMMITTEE**  
**Monday, October 21, 2024**  
**6:30 PM**  
**North Conference Room**

**Minutes**

1) Call to Order, Roll Call

**Present:**

Chair Miranda White  
Vice Chair Deanna Conaty  
Committee Member Brett Benson  
Committee Member Jenne Hohn  
Committee Member Tracy Johnson  
Committee Member Christine McLean  
Committee Member Laeh McHenry  
Committee Member Lisa Liljegren -- **Absent**  
Committee Member Moshe Luchins -- **Absent**  
Committee Member Vanessa Nerbun -- **Absent**

Also Present: Executive Assistant Enea and Connie Pukaite

2) Approval of Meeting Minutes

a. August Minutes

**RESULT:** **Approved by Voice Acclamation [Unanimous]**

**MOVED BY:** Board Member Johnson

**SECONDED BY:** Committee Member McHenry

|                |                                                       |
|----------------|-------------------------------------------------------|
| <b>AYES:</b>   | White, Conaty, Benson, Hohn, Johnson, McLean, McHenry |
| <b>ABSENT:</b> | Liljegren, Luchins, Nerbun                            |

3) Welcome New Festival Committee Member

Chair White welcomed new member, Brittany Maynard.

4) Nomination of Chair & Vice Chair

Committee Member Johnson Nominated Miranda White to continue as Chair and Deanna Conaty to continue as Vice Chair. Committee Member Hohn seconded. The motion passed by Voice Acclamation.

5) Redbud Festival

Connie Pukaite from the Mequon-Thiensville Sunrise Rotary Club provided the Committee with the history of the group's Redbud Project which dated back to 2010-2011. Their initial goal was to plant 100 trees/year to reach 1,000 total. Once Ash trees started dying, planting all one type of tree was rethought. So, moving forward, the Rotary Club might want to ask for donations to plant something that would complement the Redbud trees. The Rotary Club may want to have a booth at the festival showing the history of the project.

The Committee went on to discuss artist vendors and prices for vendors. \$100 was discussed for a 10 X 10 food & beverage vendor and \$50 for a 10 X 10 artist vendor.

a. Sponsorship Levels

1. Sponsorship Levels

**RESULT:** **Approved by Voice Acclamation [Unanimous]**

**MOVED BY:** Committee Member White

**SECONDED BY:** Member Conaty

**AYES:** White, Conaty, Benson, Hohn, Johnson, McLean, McHenry

**ABSENT:** Liljegren, Luchins, Nerbun

6) Taste of Mequon Recap

The Committee reviewed the survey results from the Taste of Mequon. One vendor suggested changing the times from 11am-8pm to get more lunch patrons. The Committee liked this idea and voted to change the hours. Chair White moved to change the hours and Committee Member Hohn seconded. It was approved by Voice Acclamation. With the festival ending earlier, fireworks would not be an option, which everyone was okay with. The Committee is currently working with M-T Trails to maybe get a bike ride to end at the Taste. The Committee also discussed different pricing for the more prime spots.

7) Winter Wonderland

a. Cookie Quote

**RESULT:** **Approved by Voice Acclamation [Unanimous]**

**MOVED BY:** Committee Member White

**SECONDED BY:** Member Conaty

**AYES:** White, Conaty, Benson, Hohn, Johnson, McLean, McHenry

**ABSENT:** Liljegren, Luchins, Nerbun

b. Facepainter Quote

**RESULT:** **Approved by Voice Acclamation [Unanimous]**

**MOVED BY:** Committee Member White

**SECONDED BY:** Committee Member Hohn

|                |                                                       |
|----------------|-------------------------------------------------------|
| <b>AYES:</b>   | White, Conaty, Benson, Hohn, Johnson, McLean, McHenry |
| <b>ABSENT:</b> | Liljegren, Luchins, Nerbun                            |

c. Area Rental Quote

**RESULT:** **Approved by Voice Acclamation [Unanimous]**  
**MOVED BY:** Committee Member White  
**SECONDED BY:** Committee Member McLean

|                |                                                       |
|----------------|-------------------------------------------------------|
| <b>AYES:</b>   | White, Conaty, Benson, Hohn, Johnson, McLean, McHenry |
| <b>ABSENT:</b> | Liljegren, Luchins, Nerbun                            |

d. Craft Ideas

Bring craft ideas to the next meeting.

e. Music Line-up

The Middle School Orchestra and Middle School Choir have committed, still waiting on others to respond.

f. Food & Beverage

Currently, the line-up might be Flip's Donuts and Ruby Tap.

8) Next Meeting Date and Time

A. November 18 at 6:30pm

9) Adjourn

Chair White moved to adjourn at 7:43 PM and Committee Member Hohn seconded.

Respectfully Submitted,

*Carrie Enea*  
*Executive Assistant*